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Little Page.

Below R Zero. ✓

JUL 23 1925

A photoplay in 2 Reels ✓

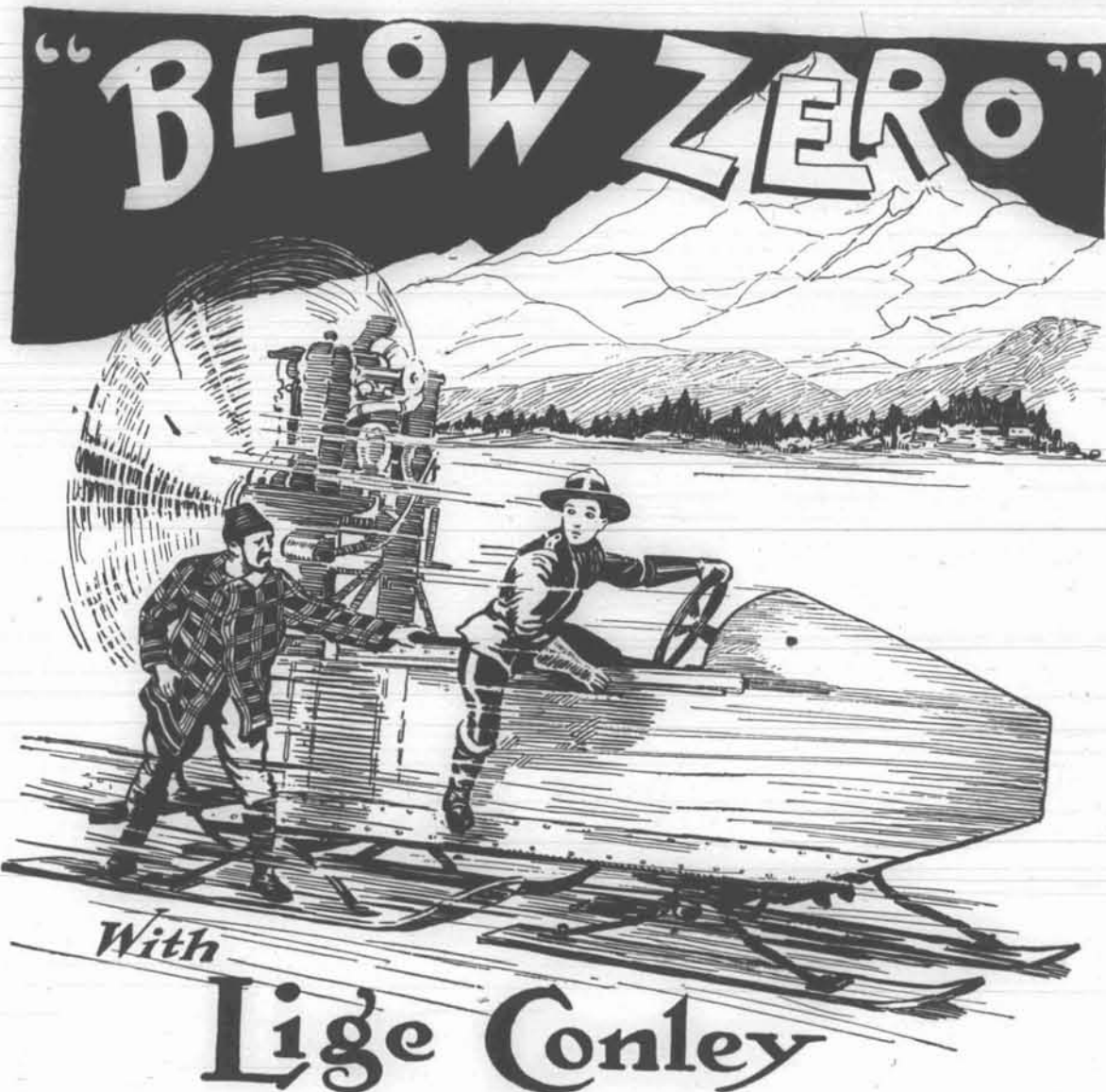
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7/17/25
PRESS SHEET

JUL 23 1925

MERMAID COMEDIES

©CLL 21669



Directed by Norman Taurog



EDUCATIONAL FILM EXCHANGES, Inc.
MADE IN U. S. A.

SNOW STUFF AND CLEVER GAGS IN "BELOW ZERO," MERMAID COMEDY

Frigid Title but Two Reels of Hot Comedy in Two Reeler of Northwest

The title of this latest Mermaid Comedy is "Below Zero"—but it's hot stuff in spite of the name.

Lige Conley and the Mermaid Comedy Company under the direction of Norman Taurog journeyed up to Bear Lake, California, in the mountains, to get the snow scenes for this crackerjack Mermaid. Most of the action is filmed in deep snow, and the gag department worked overtime thinking up clever situations and side-splitting gags to fit in with the unusual comedy opportunities offered by the unique location.

The entire two reels are filled with original comedy material and crammed with the fast action and speed which make these Mermaid Comedies the best known brand of comedy entertainment on the screen.

If your patrons like speed and action, they'll love "Below Zero."

The Story.

Lige is the lazy son of a millionaire. Finding that work and his son never seem to agree, his father sends Lige to the great Northwest, with a letter to the Chief of the Northwest Mounted Police, requesting that the Chief give Lige a uniform and put him to work as a man-tracker.

Lige arrives at the post accompanied by his colored chauffeur and presents his letter to the Chief. He meets the Chief's niece, Estelle, and falls in love with her.

Lige is given a uniform and assigned to the job of bringing in Pierre, the toughest customer in the district. There is a big reward offered for the man and as Lige is posting the bills offering the reward, Pierre enters with his pal and while he covers Lige, his pal loots the safe. Then Pierre attempts to kidnap Estelle but gets Lige's colored helper by mistake. When he finds out his mistake he drops him.

Lige starts in pursuit on horseback tracking the bandits through the deep snow. He soon finds Spencer, the chauffeur, and the two of them take up the trail. The snow is too deep for the horse, so they put skis on it, but it scoots down the mountainside and skis away.

The men take up the chase on foot but Lige mistakes a bear track for the trail and Bruin makes it interesting for the two of them when they catch up to him.

Lige and Spencer become separated and Lige comes up to one of the bandits who offers to shoot it out at ten paces but he double crosses Lige by freezing him to the ice. But Lige gets away and finds a motor-driven ice-scooter and takes up the chase in this. The scooter travels at high speed and soon overtakes the men. Lige runs them ragged and captures them and recovers the money and finds himself a real hero.



LIGE
CONLEY

IN EDUCATIONAL-MERMAID
COMEDIES

For Electro Order No 3695—E
For Mat (Free) Order No 3695—M

WHAT OTHERS SAY About Recent Mermaid Comedies

"Fast and Furious: (Educational-Mermaid) Star, Lige Conley. Talk about your action comedies! Well, this is one. Action was so well filled with fun that the production kept the audience in a howl of laughter. This is one of Lige Conley's best and will put any audience, anywhere, in a happy frame of mind."

H. H. Hedburg, Amuse-U Theatre,
Melville, La.

WHO'S WHO in "Below Zero"

Lige.....LIGE CONLEY
The bad man.....Robert Kortman
Estelle.....Estelle Bradley
Spencer.....Spencer Bell
Directed by Norman Taurog

EXPLOITATION

Bigger business is the aim of every exhibitor as well as every business man.

There are two ways in which a business grows. Either by the natural increase in the population of the community with the natural growth of the business, or as a direct result of the efforts of the business man.

The first process is long and hazardous. And it allows competition to establish just at the boom time—and take the cream.

The other way—the safe, certain, more rapid and more stable way is to establish your business by working up a clientele by advertising and salesmanship. In the picture business this is showmanship.

Showmanship consists of getting the most out of your theatre by exploiting your attractions. The exhibitor who advertises only his feature production is not getting the most out of his theatre, for he is overlooking a big portion of his program—the Short Subjects.

You can build business and hold business by using the accessories on Educational short subjects.

PARAGRAPHS For Your Program

Additional attraction—a guaranteed laugh-maker, "Below Zero," a Mermaid Comedy with Lige Conley.

* * *

Extra! Lige Conley, the Speedboy of Comedy, in "Below Zero," two snappy reels of fast and furious fun.

* * *

Filmed in the deep snow—you'll feel cooler after seeing "Below Zero" the new Educational-Mermaid Comedy with Lige Conley.

* * *

A side-splitting tale of the great Northwest—Lige Conley in "Below Zero"—two reels of side-splitting comedy with Lige Conley.

* * *

You can park your cares when you see "Below Zero," the zippy, side-splitting Mermaid Comedy with Lige Conley. Two reels of fun.

CLEVER AND NEW GAGS FILMED IN MERMAID COMEDY

Deep Snow of Northwest Provides Plenty of Funny Material

(Newspaper review for use after showing of picture)

The producers of "Below Zero," the Educational-Mermaid Comedy on the bill at the Theatre have gone into snow-stuff for the atmosphere of this comedy with highly satisfying and humorous results, for this comedy, with Lige Conley in the leading role, is filled with clever and highly original gags and situations.

The picture was taken at Bear Lake, California, in the deep snows of that region and presents Lige as a member of the Northwest Mounted Police. He is set on the trail of a notorious bad man and the action that follows is fast and decidedly amusing.

Lige employs such stratagems as a horse on skis and a motor driven ice-scooter in his pursuit of the villain, finally capturing him.

The snow and the ice-scooter provide material for a number of very well thought out and cleverly executed gags which raise this comedy far above the average of fast action entertainment. The backgrounds are worthy of a big northwest drama which this picture burlesques in a side-splitting manner.

Estelle Bradley, the "Georgia Peach" is seen as Conley's leading lady, with Robert Kortman and Spencer Bell in supporting roles. The direction is by Norman Taurog.

Scooter and Skis in Comedy

(Newspaper review for use after showing of picture)

Bears and badmen, ice-scooters and ski-ing horses are only a few of the laughable features of the Educational-Mermaid Comedy, "Below Zero," which is promoting the riots of laughter on the bill at the Theatre this week.

This combination of originality and action takes Lige Conley into the Northwest where the popular Mermaid Comedian is seen as a member of the famous Mounted Police. The picture was filmed in the deep snows of Bear Lake Cal., and the backgrounds of snow and forest give it a decidedly different atmosphere from that found in most fast action comedies.

One of the big laughs of the picture shows Lige's attempt to make a horse wear skis. He gets the skis on all right but the results are rather unexpected. Another original and clever sequence employs a high speed ice-scooter propelled by an airplane motor.

BEAR BITES MOVIE STAR DURING MAKING OF MERMAID COMEDY



LIGE CONLEY
and
ESTELLE BRADLEY
In a scene from
"BELOW ZERO"

For Electro Order No. 3744-E
For Mat (Free) Order No. 3744-M

Ice Scooter in Mermaid Comedy

(Prepared as advance publicity story)

The latest thing in high-speed ice travel will be seen in the Educational-Mermaid Comedy, "Below Zero" which will be the comedy on the bill at the Theatre.....

Lige Conley and the Mermaid Company journeyed to Bear Lake, Cal., to get the snow scenes for this comedy last winter. They found there an ice-scooter, a boat-like body on long runners and propelled by a high power airplane engine. This was immediately written into the comedy and is used in many of the scenes of the picture.

The contrivance is capable of enormous speed over both ice and snow. It adds a novel touch to the comedy.

Lige Conley and Estelle Bradley have the principal roles under the direction of Norman Taurog.

Animal Deprived of Its Winter Sleep Chews Comedian's Arm

(Prepared as advance publicity story)

Lige Conley suffered a painful experience when he was bitten by a bear while filming scenes for "Below Zero," the Educational - Mermaid Comedy which will be the comedy attraction at the Theatre.....

Lige and the company under the direction of Norman Taurog were filming scenes in the deep snow around Bear Lake, California, and a trained bear was used to add a little excitement to the comedy. The bear, usually well mannered, was cranky because it had been deprived of its accustomed hibernation period and did not take kindly to picture work.

During one of the scenes, Lige was supposed to beckon to Spencer Bell, who was supposed to be following Conley. Instead, the comedy action called for the bear to follow the comedian. As Lige reached behind and beckoned, the bear, already irritated by being forced to work when he thought he should be sleeping, seized Conley's arm and only prompt work on the part of the trainer and the entire crew of cameramen and director, saved Conley's arm.

Although the flesh was broken in several places, no bones were broken, thanks to Conley's thick coat and the prompt work of the rescuers. Conley was able to continue his picture work in a few days.

Horse on Skis Furnishes Fun

(Prepared as advance publicity story)

Ever see a horse on skis? Somewhere Norman Taurog, director of Educational's latest Mermaid Comedy, "Below Zero," which will be at the Theatre....., heard that horses wore snowshoes in the deep snow—and Taurog saw the making of a good comedy gag.

Snowshoes and skis were all the same to him. So Norman hunted up a pair of good strong skis and after a struggle managed to get them fastened to the horse's feet. And then things began to happen.

The scene for the comedy was taken on a hill. The horse faced down the hill—and when the blocks were pulled out from under the skis, the horse, with Lige Conley in the saddle ski-ed down the incline in a rather startling manner, with the camera catching the picture.

SELLING THE WHOLE PROGRAM!

There is no bigger showmanship issue before exhibitors today than this: Sell the whole program!

The whole program;—feature, news reel, comedy and novelty—your entire show.

That is what you are offering the public for its money. That is what you are trying to sell them. Your entertainment is of eight or ten reels of well chosen entertainment—a two hour (or more) show.

The day is rapidly passing when your public will take your show on faith alone. They are beginning to look for the best and the most for their money and the theatre that offers them the best or the most entertainment will be the one to survive.

It is not necessary to add a number of reels, making your program over-long, to offer the most for their money. You can do it by focusing their attention on the items of your show as it now is.

Your Short Subjects are a mighty important part of

your program. They constitute a great part of the entertainment for the majority of your patrons—and many of them consider the "Shorts" the best part of your bill.

You have bigger box-office possibilities on your program than you realize unless you are already advertising every item. You can double the appeal of your bill by giving each item on it space in your newspaper advertising.

Bigger, better and more substantial business will result from the policy of advertising your entire bill. The policy will build permanency by increasing your patronage. By offering a wide diversity of entertainment you are attracting nearer a one hundred percent audience than you could possibly attract by any other method.

Good showmanship demands good sense, and good sense says "Advertise your whole program!"



One Column by One Inch "Ad" Cut
For Electro Order No. 3745-E
For Mat (Free) Order No. 3745-M



Two Column by One and One Half Inch "Ad" Cut
For Electro Order No. 3746-E
For Mat (Free) Order No. 3746-M

For Three Column Cut on Page One Order
Electro No. 3747-E Mat (Free) 3747-M

ACCESSORIES

* * *

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets
Duo Tint 11 x 14 Lobby Cards
(Eight cards to set)

Black and White 8 x 10 Photos
(Ten Photos to Set)

One Column Newspaper Publicity Cuts and Mats
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts
and Mats

Two Column, One and One Half Inch, Newspaper
"Ad" Cuts and Mats

Two Column, One and One Half Inch "Ad" Cuts
and Mats

Three Column, Six Inch, "Ad" Cuts and Mats
(All Mats Free)

And the Fullest Cooperation from Your Exchange
(Cuts and mats must be ordered by number)

CATCHLINES For Newspaper "Ads"

You know it's a good comedy, for it is "Below Zero," a two reel Mermaid with Lige Conley and Estelle Bradley.

* * *

Lige Conley in "Below Zero"—two crisp and crackling reels of fast, furious and funny Mermaid Comedy.

* * *

Lige Conley, Estelle Bradley and the Mermaid cast in two reels of clever comedy, "Below Zero." A laugh every minute.

* * *

Two reels of the finest kind of comedy entertainment in "Below Zero," the clever and fast Mermaid Comedy.

* * *

Hot or cold, you'll enjoy "Below Zero," the Educational-Mermaid Comedy with Lige Conley.

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS.

JUL 23 1925

Dated at Wash DC
July 23 1925.

Register of Copyrights,
Library of Congress,
Washington, D.C.

33105 JUL 23 '25

Dear Sir:

The undersigned claimant of copyright in the work herein named,
deposited in the Copyright Office and duly registered for copyright pro-
tection, requests the return to him under the provisions of sections 59
and 60 of the Act of March 4, 1909, of one or both of the deposited copies
of the 2 prints entitled Below Zero
2 Reels
deposited in the Copyright Office on July 23 1/2 and registered
under Class Li., No. ©CIL 21669.

If this request can be granted you are asked and authorized to send
the said copy or copies to me at the following address: _____

to _____
at Welford Robinson

Signed W.S. Summers
(Claimant of copyright)

JUL 24 1925

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